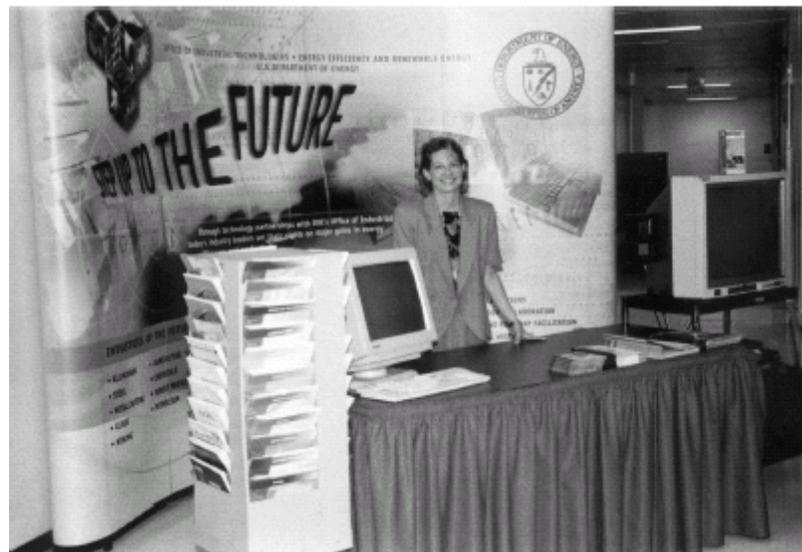




# U.S. Department of Energy Energy Efficiency and Renewable Energy

## EERE Exhibits Checklist and Guide

HOW TO PREPARE  
FOR AND GET THE  
MOST OUT OF  
EXHIBITING AT A  
CONFERENCE OR  
TRADE SHOW



# EERE Exhibits Checklist and Guide



## Introduction

Exhibiting at shows and conferences provides opportunities for EERE to promote its mission and programs, build a positive image with industry, disseminate useful information to new customers and meet potential business partners.

However, there are a lot of activities involved in exhibiting at shows and conferences. Consequently, if you are not familiar with the process, there are a number of areas where things can go wrong. This can limit the return on your investment in time and money in these events. In order to help insure that your exhibit experience is a good one and that you get the most out of the event, we've developed this EERE *Exhibits Checklist and Guide*. We urge you to keep this document, and use it in preparing for your next and all future exhibiting events.

When using the guide, keep in mind that every show and conference is different. Sometimes show rules are confusing, so try to understand the rules for each show to avoid problems.

After using this guide, if you believe we've left out something important or have other useful suggestions, please let us know so we can improve any future versions of the EERE *Exhibits Checklist and Guide*.

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# Pre-show Checklist

## Exhibit (booth) Space and EERE Display Reserved

Reserve exhibit space with the show as soon as possible. The longer you wait, the more expensive exhibit space will be. Purchase of a 10' x 10' exhibit space (typically, the smallest exhibit space available) is normally recommended. The next largest size is usually a 10'x 20' space, which is a double-size exhibit space.

Then let Marilyn Burgess know (e-mail preferred) to reserve the 10' as soon as you know you will attend the show. We have two large (10') EERE exhibits available -- use of EERE exhibits are scheduled on a first-come, first-served basis. We maintain a calendar of planned use of EERE exhibits – please consult with Marilyn Burgess.

## Exhibit Space Paid

Most shows run \$1,000 to as high as \$5,000 for 10' x 10' exhibit space. Sometimes the registration fee covers equipment like tables, chairs or power, but not always. In such instances, you have to pay separately for these basic items.

You can normally pay for exhibit space as follows:

- Have a subcontractor pay
- Pay by EERE credit card. Bea Cunningham will need a B&R code to charge against.



## Marilyn Burgess Contacted

Attending a show can be a complicated logistical process.

Marilyn Burgess, of EERE's Communication and Outreach Office, can help and is available to help *you* with logistics. Marilyn's phone number is: (202)-586-2090. Her e-mail address is [MARILYN.BURGESS@hq.doe.gov](mailto:MARILYN.BURGESS@hq.doe.gov). If you are unable to contact Marilyn, please contact Agnes Savoy. Call Agnes on (202)-586-0303 or e-mail her at [AGNES.SAVOY@hq.doe.gov](mailto:AGNES.SAVOY@hq.doe.gov)

## Pre-show Publicity

After you purchase exhibit space, be aware that the show may offer free advertising or the opportunity to have EERE, your team or program, and exhibit number listed in pre-show literature. Discuss this with Marilyn Burgess sufficiently in advance of the show to get into pre-show publications.

## Equipment and Services Ordered and Paid

Most equipment and services are not included with the cost of exhibit space.

You can normally pay for equipment and services as follows:

- Have a subcontractor pay (wherever you have funds).
- Pay by credit card.

**NOTE:** When considering what equipment to order, remember that you may need items such as a literature rack with the 10' display – you will need to ensure availability of these items. **Also**, basic items like chairs, table, carpet and power are sometimes included with the cost of the exhibit, but in most cases, are not.



## EERE Exhibits Checklist and Guide

## Pre-show Checklist

**Basic items you may need to order for exhibit space include the following:**

- Table
- Chairs
- Trash
- Carpet
- Power
- Cleaning services



**Additional equipment you may want to order includes:**

- Computer (monitor, CPU and keyboard may be sold separately)
- High table for computer
- Internet connection/phone line
- Internet browser
- VCR for videos
- Card reader

**NOTE:** Approximate costs for some of the items mentioned above include \$1,500 to \$3,000 to rent audio/visual and computer equipment for a 3-day show, and \$250 for the card reader. Check with show services for exact costs.

### Exhibit Staffing Plan

You will need to develop a staffing plan for the show. Decide who you want to have attend the show from your team or program area. Consider contract support if you need additional staff at the exhibit.

Usually, it's best to plan on having at least two people staff an exhibit at a show or conference. That way, if one person takes a break, has lunch or engages with a customer, another person is available to staff the exhibit or answer questions. If you're having multiple staff at an exhibit, it's a good idea to develop a schedule delineating coverage times for everyone. And, keep in mind that it's generally not recommended to have more than two people at an exhibit simultaneously as this tends to overcrowd.

### Staff Pre-registered

In many cases, the show will give exhibitors several complimentary full registrations. You should also receive complimentary exhibit-only badges. If you have more staff members attending the show than complimentary passes, some staff members will need to register. Usually, they can register for full-conference or exhibit-only admissions.

## **Pre-show Checklist**

### **Display/Publications/Supplies Shipped**

#### *Shipping (general information)*

Before you ship anything to the show, you will need an address and phone number to ship to, and shipping deadlines. (If you miss deadlines, you could pay substantial late fees.) In most cases, you will have two options regarding shipping destinations. These include shipping to the warehouse or shipping directly to the show site:

- Warehouse - This option is usually associated with exhibiting at a convention center. Keep in mind that you will need to ship to the warehouse a few weeks before the show.
- Show Site - Shipping to the show site usually requires that the exhibit and handouts reach the show no earlier than a day or two before the show begins.

#### *Shipping the Display*

Marilyn Burgess keeps one large EERE exhibit at headquarters, and one is kept at NREL. Marilyn Burgess will determine whether an exhibit gets shipped from headquarters or NREL.

#### *Selecting and Shipping Publications*

Decide what handout materials you would like to ship to the show. Think about materials for your team as well as EERE corporate materials and materials from other programs that are relevant to show attendees. Marilyn Burgess can help you select items to send and can recommend quantities based on past show experience. But be sure to discuss your needs for handout materials with Marilyn at least three weeks prior to the show or conference.

## **Pre-show Checklist**

All publications should be shipped at the same time to avoid incurring extra costs. Publications should be shipped to the warehouse, if possible. You are responsible for shipping publications and any other desired supplies.

Be sure to call the shipping destination to confirm that your shipment has arrived.

### **Travel Clearance**

DOE has established new travel guidelines. Travel to all shows and conferences needs to be pre-approved by EE, so don't wait to the last minute to get travel to these shows approved.



## **EERE Exhibits Checklist and Guide**

## **Pre-show Checklist**

### **Supplies**

It's suggested that you ship exhibit supplies with your publications. If not, you may want to bring some of the following:

- Scissors
- Filament tape (for return boxes)
- FedEx labels and FedEx account number
- Mailing labels
- Service orders (indicate the items you've purchased and what you should expect at your space when you arrive)
- Show agenda
- Show layout
- Your contractor's credit card number used to pay for services (in the event you need to purchase anything after you arrive at the show)



### **Show Address and Exhibit Number**

Remember to bring this information along so you won't have problems finding the event site. Also, remind others attending the show to bring this information with them as well.

# Show Tips

## Exhibit Setup

### Get Badge

You will need a badge to get into the hall to set up the exhibit. This will either be a work pass or your exhibitor badge. You can pick this up on-site, usually at a registration desk.



### Survey the Situation

Check that all items shipped to and ordered for the show have arrived. Review your service orders described on page 5.

### Set Up Display

Designated staff will set up the display during show set-up hours. Be sure to check show literature to see what those hours are. If there is any trouble with the exhibit at the time of set-up, please make note of it and forward to Marilyn Burgess. We want to assure that the exhibit is well maintained and looks first-rate at all times.

The case does not have combination lock, so opening the exhibit shipping case should be easy for everyone. The following page provides illustrated, step-by-step instructions on setting up the 10' exhibit. Set-up instructions are also included in the top of the display case. After you have set up the display, you might want to store the case behind the display if it will fit. That way you won't have to wait for conference services to bring your cases back after the show.



### Suggested Exhibit Layout

See the photo on the cover of this *Guide* for a suggestion about how to arrange the display, literature and equipment.

### Additional Equipment

If you ordered a card reader you may be able to pick it up during set-up hours. Find out when you will receive audio/visual or computer equipment, if ordered.

### If You Aren't Sure Who to Contact...

Seek out show management (normally, there's a desk someplace in the hall). They can direct you to the right person.

### To Order Additional Exhibit Services or Items

You can order additional items and services such as chairs, VCRs, etc., on-site at the service desk. Items can be charged to your contractor's credit card that was used to pay for your services prior to the show. Make sure you keep your receipts and send them to the contractor whose credit card you've used for the purchase.



## ***EERE Exhibits Checklist and Guide***

## Step-by-step Procedures for setting up EERE's 10 ft. exhibit



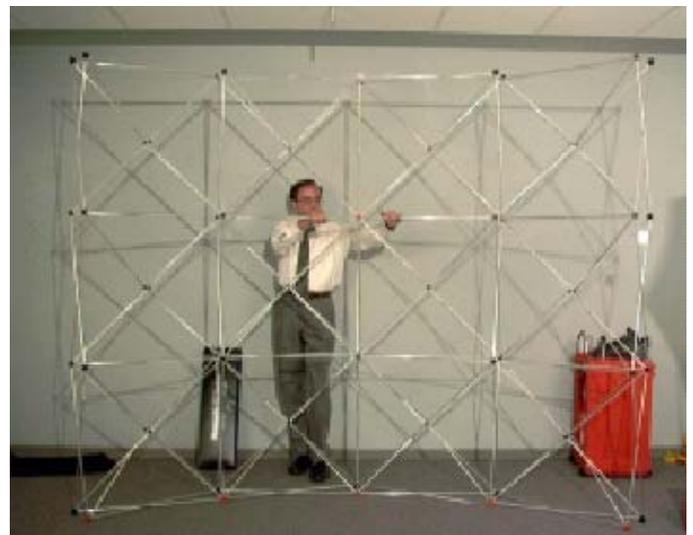
1. The exhibit case.



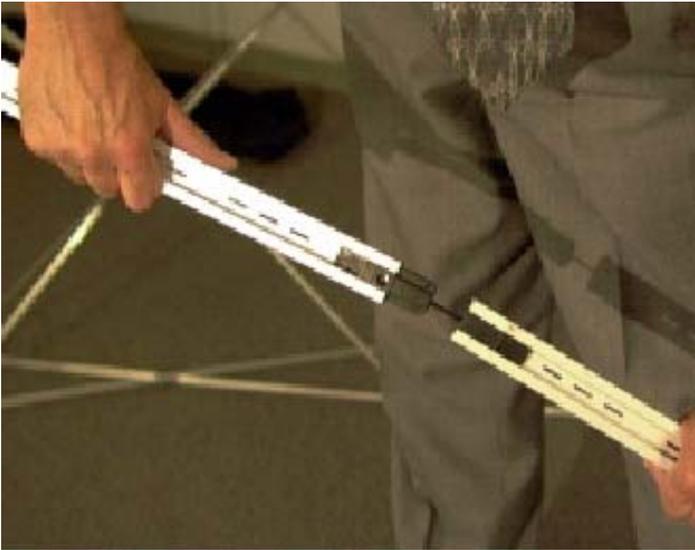
2. Inside the top of the case, you will find shipping labels, extra bulbs, and contact information.



3. Expand the display frame by pulling the center piece apart gently. Red feet should be at bottom front.



4. Fully expand the frame with the curve facing out. Push joints gently together and display frame will stand on its own.



5. Assembling the channel bars. Unfold and attach at each joint.



6. Attaching the channel bar to the frame structure. Slide the bar into the red feet, pop into center joint, and slide over top foot.



7. Attach lights to the frame top on the two channel bars, as shown above. You can use the case top as a step stool.



8. Hang the large graphic sheets from each top hook, and adjust alignment as needed.

## Tips on How to Get the Most Out of a Show

### Look the Part

Create a good impression for EERE by looking polished and professional. Wear business-like, but comfortable attire-and don't forget your nametag. Get plenty of rest before the show, and pace yourself during the show (you will need breaks, so schedule them).

### Mind the Exhibit Booth

Visitors will walk past an empty booth. They will perceive your absence as a lack of interest in providing information. Try not to leave the booth unattended. If you leave for breaks, have another staff member fill in for you. And, while you're minding the booth, keep it presentable-free of food, clutter and noisy distractions.

### Be Approachable

Visitors want face-to-face communication with EERE representatives. Use nonverbal cues to show genuine interest in talking with them: smile, make eye contact, extend your hand. Then engage them in conversation.

### Listen

Once you have *their* attention, give them your attention. Listen carefully to the visitors' needs and interests. Find out what they know about EERE's mission and programs. Focus your conversation on their interests. Avoid overwhelming the visitors with more information or literature than they need or want. However, make sure they know how to get more information, through a specific contact at EERE or by visiting our Web site. Remember it's [www.eere.energy.gov](http://www.eere.energy.gov).

### Know Your Stuff

To visitors, you are EERE. They'll expect you to be knowledgeable about all of EERE's programs, but realistically, some questions will stump you. Offer to find the answers and follow up.

### Take Notes

A key reason for EERE's involvement in shows is to develop new stakeholder contacts and identify potential opportunities for assistance or partnering. Ask for business cards with accurate mailing or contact information. Write down any specific questions or other important information to help you remember your conversations with people you meet. Keep your notes and cards together.



### Other Tips

- Send a map out to customers prior to the show and circle your exhibit space.
- If people walk up and don't get "what you do" in 3-5 seconds, you've missed your audience.
- Be creative; this is a festive atmosphere.
- People tend to traffic to the right when entering a show, also by the end of a show people are too tired to go to the left and see what they missed.
- Try to avoid isolated corners.
- Against walls is good – you can go higher with displays, less restrictions.
- You may be able to upgrade to a better space the day of the show; check to see if there has been a paid cancellation, and then consider moving.
- Map out the show when arriving and plan to talk to other exhibitors (often your biggest customers are exhibitors).

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## Post-show Tips

### "Tear Down"

Take down the display, rolling up display graphics with image-side out and using sheet spacers to separate graphics. Take note of any repairs that need to be made to the display and inform Marilyn Burgess. Pack up unused literature, label boxes, and mail back to your office or contractor. At no time should materials be shipping back in the container with the exhibit.

### Shipping the Exhibit and Unused Materials

#### *Bill of Lading*

You will need to get a bill of lading from the service desk. Fill out one for every shipping destination. If the exhibit is going to another show, write the date that it must arrive at that show on the bill of lading. That way, if the exhibit is diverted to another carrier, it will still arrive on time. If using FedEx, write the shipment number on the bill of lading.

#### *Shipping Destination*

Make sure you know where the exhibit is going. The 10' exhibit goes back to headquarters or NREL, but sometimes goes to another show. You should be provided with this information before the show. You will find shipping labels for your destination address in the display case.

#### *Contacting Shipper*

Fill out a label for your shipping company and call them to arrange or confirm the shipment. You will be told ahead of time which carrier will be used to ship the exhibit, if not FedEx. EERE usually uses FedEx for shipping of the exhibit, but you may use any reputable carrier with whom you already have a business relationship.

FedEx – Used for the 10' exhibit when needs to reach its next destination right away.

Fill out FedEx labels for each case and box. Make sure you have FedEx labels for each container/carton and a FedEx account number for the shipment. You can use DOE's or subcontractors. DOE's FedEx number is 02003411-4.

Call (800) GO-FEDEX when the exhibit is ready for shipping.

**Important:** Write the FedEx shipment number you receive from the agent onto the bill of lading and on the FedEx forms on your shipment. Sometimes that's all the information FedEx gives to their delivery people when they come to pickup the exhibit, so it's very important that it's on the bill of lading and on the FedEx forms.

### Collecting Bills

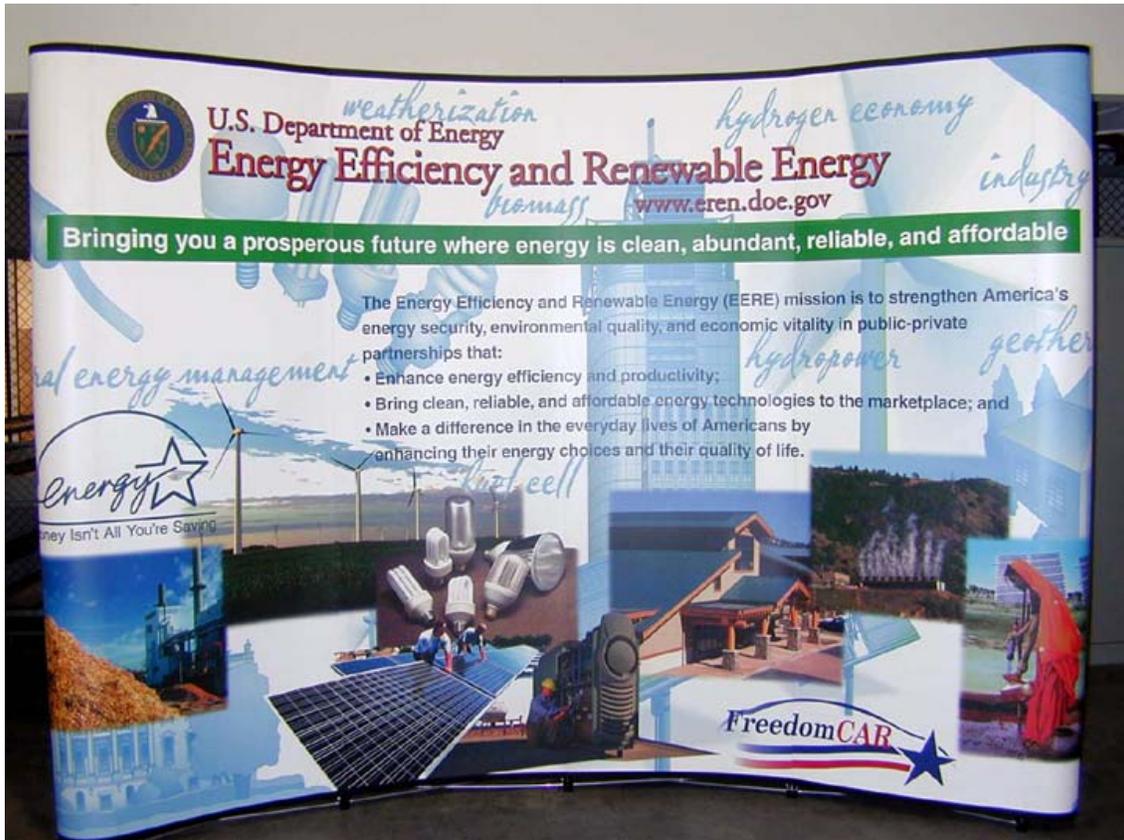
Collect bills if the show personnel have them ready in time. Send the bills to the contractor whose credit card was billed for services/equipment.

**Back in the Office....** Be sure to follow up:

- With requested literature
- On calls and referrals
- Provide card reader disk with contacts to your support contractor.

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**EERE 10' Exhibit Fully Erected**